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HARYANA GOVERNMENT

INDUSTRIES AND COMMERCE DEPARTMENT

Notification

The 28th September, 2015

No.2/5/1-IB II/96.—In pursuance to Enterprises Promotion Policy -2015 notified No. 49/43/2015-4IB1 dated 14th August, 2015, the Governor of Haryana is pleased to revise the existing Scheme bearing No. 2/5/1-IBII/96 dated 23.01.2013 for the grant of State Export Awards to the manufacturer exporters of the State of Haryana. The 'Export Award Scheme' will consist of the following provisions:

1. Objective:-

Exports play a vital role in the economic growth of the country and there is felt a need to encourage export promotion activities in order to maintain a favourable balance of trade. The Government of India has also been impressing upon the State Government to extend the facilities & recognition to the exporting units. The State's performance on the export front has been excellent inspite of lack of natural resources and the state's distance from the sea ports. Starting with an export of Rs. 4.5 crore at the time of its creation (1967-68), the State accounts for exports of more than Rs. 68,032 crore today, thanks to a conducive environment, state policies and initiatives, and above all, the entrepreneurial efforts. The State Government had also launched a scheme of State Export Awards in the year 1996 with a view to acknowledging and recognizing the contribution of exporting units. The Government of Haryana has decided to revise its Scheme of State Export Awards, of which the main features are given herein.

2. Category of Awards:-

- (i) A total of 18 'Outstanding Exporter Awards' across 09 different Industrial Groups and one Outstanding Woman Entrepreneur Exporter Award' shall be given as under:

Sr. No.	Industrial Group	Large & Medium Industries	Micro & Small Scale Industries
1	Engineering, Auto & Auto Components	1	1
2	Agro-based, Food, Horticulture	1	1
3	Glass, Rubber and Ceramics	1	1
4	Scientific Instruments and Home appliances	1	1
5	Textile, Hosiery, Readymade Garments, Leather, Footwear	1	1
6	Handloom & Handicrafts	1	1
7	Electronics, IT, ITES	1	1
8	Pharmaceutical, Drugs, Bio-tech	1	1
9	Miscellaneous	1	1
10	Outstanding Woman Exporter Entrepreneur	1	

- (ii) In addition to the above, a total of 19 'Consolation Prizes', one each in the above categories would also be given.

3. Award Money:

The Award Money accompanying each Award/Prize shall be as under:

Sr. No.	Award / Prize	Amount
1.	Outstanding State Export Award	Rs. 3,00,000/-
2.	Outstanding Women Exporter Award	Rs. 3,00,000/-
3.	Consolation Prizes	Rs. 51,000/-

4. Eligibility Conditions:-

- The Exporting manufacturing units situated anywhere in the State and covered under the groups mentioned above will be eligible for the export awards provided their export turn-over is counted towards exports from the State of Haryana by the office of Director General Foreign Trade;
- The application under the 'Woman Exporter Award' shall be considered only if the exporting unit is owned and managed by a woman entrepreneur/proprietor with 51% or higher share-holding in the partnership/private limited company. A proprietorship exporting unit will be given preference.
- The exporting unit once selected for award shall not again be considered during 5 Years, which includes the year of selection.

5. Criteria of Selection:-

- (i) While preparing the merit position, following criteria for allocating the marks will be adopted:

Sr. No.	Parameter	Marks
(a)	Maximum Export	30
(b)	Ratio of Export to production	20
(c)	Value Addition	20
(d)	Best Trend in Export	15
(e)	New Product	05
(f)	R & D Activity	05
(g)	ISO 9001/14001/HACCP Certification	05
	Total Marks	100

- (ii) Merit position of exporting units in Large & Medium and Small Scale sector will be prepared separately taking into the account the performance of the units irrespective of items of manufacture. The explanatory notes and illustrations for allocation of marks as per the above criterion are given in **Annexure 'B'** and **Annexure 'C'** respectively. However, the Committee shall be competent to consider a case of extra-ordinary performance which may otherwise not meet the criteria as per the evaluation key.
- (iii) Exporting units who have made maximum contribution towards exports in terms of quantity will be given priority in case two units get equal marks.
- (iv) The awardees will also be given a merit certificate.
- (v) The export awards will be given once in a year on the basis of export performance of the manufacturer exporters of the last four years.

6. Process for invitation/submission of Applications:

- (i) Applications for 'Export Awards Scheme' shall be invited through an advertisement published in two newspapers, in addition to public notices on the notice board of District Industries Centers and website of the Industries & Commerce Department;
- (ii) The exporting unit may apply for the Awards in the format given at Annexure-"A" and submit their applications in the office of concerned Joint Director, District Industries Centre/Director of Industries. A self attested photo-copy of the Entrepreneurial Memorandum (EM) Part-II/ Industrial Entrepreneur Memorandum (IEM) must be enclosed with the application;
- (iii) The Joint Director/ Deputy Director, District Industries Centre will recommend the application after verifying the details;
- (iv) Director of Industries will place these applications before the "Export Award Selection Committee" for evaluation of proposals and selection of the exporting units for the Export Awards;
- (v) The awards will be distributed to the selected exporting units at a State Level Function organized any-where in the State.

7. Composition of the Export Award Selection Committee:-

- (i) The constitution of the Export Award Selection Committee shall as under:

Sr. No.	Designation of the Member	Position
(i)	Principal Secretary to Government of Haryana, Industries & Commerce Department	Chairman
(ii)	Managing Director, Haryana State Industrial Infrastructure Development Corporation	Member
(iii)	Managing Director, Haryana State Electronics Development Corporation	Member
(iv)	Director, Agriculture, Haryana	Member
(v)	Director, MSME Development Institute, Government of India, Karnal	Member
(vi)	Director, Industries & Commerce, Haryana.	Member-Secretary

- (ii) The Headquarter of the Committee will be at Chandigarh and it may hold its meeting at any other place in Haryana or Delhi as and when necessary.

8. Budget Provision:-

A budget provision of Rs. 71.00 lakh shall be made for the implementation of the scheme for the purpose of Award Money, organization of the State Function and for inviting applications of eligible exporting units. The funds will be placed at the disposal of Investment Promotion Centre (IPC).

DEVENDER SINGH,
Principal Secretary to Government Haryana,
Industries and Commerce Department.

Annexure-‘A’

Format of the Application Form for the Manufacturer Exporters to apply for the
State Export Award for the year_____.

1	Name & Address of Manufacturer/Exporter				
2	Office Address				
3	Category of Unit <i>i.e.</i> Whether L & M or SSI				
4	SSI Registration/IEM Part-II/SIA No.				
5	Item of Export				
6	Total production during the last four years in value (Rs. In lakh) year- wise.	1st Year	2nd Year	3rd Year	4th Year
7	Total value of raw material used during the last four Years (Rs. In lakh) year-wise.	1st Year	2nd Year	3rd Year	4th Year
8	Total Export during the last four years (Rs. In lakh) year-wise.	1st Year	2nd Year	3rd Year	4th Year
9	Name of the countries to which the exports were made.				
10	Name of the new product developed for export during the last four years, if any.				
a)	Total production during the last four years in value (Rs. In lakh) year-wise of new product.	1st Year	2nd Year	3rd Year	4th Year
b)	Total Export during the last four years in value (Rs. In lakh) year-wise of new product.	1st Year	2nd Year	3rd Year	4th Year
11	Details of R & D expenditure during the last four years.				
12	Outcome of R & D in terms of product/process innovation.				
13	ISO 9001/ 14001/ HACCP Certification No.				

(Signature of the Applicant)

Verified & Recommended

Joint Director/Deputy Director, DIC

Annexure-B

Explanatory Notes on the Evaluation Criteria

- (a) **Maximum Exports (30 Marks):-** Any exporting unit having maximum average export performance in terms of value of the products exported for last four years will be allotted 30 marks & the marks to other exporters will be given according to ratio of average exports during last four years.
- (b) **Ratio of Exports to Productions (20 Marks):-** Firstly average of exports & production of four years is calculated separately. The unit having 100% export performance with respect to production will be assigned 20 marks & other exporters will be given marks according to ratio of their average exports to average production.
- (c) **Value Addition (20 Marks):** Difference of average production value of last four years and raw material consumption average value of last four years. The maximum difference of exporting unit will be given maximum marks and other units will be given marks proportionately.
- (d) **Best Trend in Export (15 Marks):-** The trend in exports will be ascertained by comparing average exports of last four years with respect to the annual Export Award year. Taking into account the particular maximum trend as base, remaining units would be allotted marks as per their trend. However, units having the declining trend in exports will not get any mark.
- (e) **New Product (05 Marks):-** The exporting units who have substantial efforts to boost exports in respect of new products would be considered for allotment of marks. Percentage of average export of new product to the average exports of the last four years will be made the basis of calculation and the unit having maximum percentage will be allotted 05 marks. The remaining units will be assigned marks according to ratio of exports. New product being manufactured by the unit should be duly certified and recommended by the concerned JD, DIC. A separate sheet may be attached along with the application form indicating the details of new product *i.e.* name of product and export made.
- (f) **R & D Activities (05 Marks):-** Exporting units having an investment below Rs. 10.00 lakh on R & D during financial year under consideration will be allotted 02 marks, unit having investment Rs. 10.00 lakh to Rs. 20.00 lakh will be allotted 03 marks and unit having investment more than Rs. 20.00 lakh will be allotted 05 marks.
- (g) **ISO 9001/14001/HACCP Certification:** - Exporting units having any of ISO 9001/14001/HACCP Certification will be allotted 05 marks.

Evaluation Illustrations

(a)	Maximum Exports : 30 Marks
	<p>(i) The avg. export of each unit shall be calculated of last four years. This actually means that the firm should have been in operation and have exported since four years.</p> <p>(ii) Marks to exporting unit 'A' having highest average export = 30</p> <p>(iii) Marks to exporting unit 'B' = $\frac{\text{Avg. export of B unit}}{\text{Avg. export of A unit}} \times 30$</p> <p>(iv) Marks to exporting unit 'C' = $\frac{\text{Avg. export of C unit}}{\text{Avg. export of A unit}} \times 30$</p>
(b)	Ratio of Export to Production : 20 Marks
	<p>(i) The avg. export and avg. production of each unit shall be calculated for the last four years.</p> <p>(ii) A 100% exporting unit will be assigned 20 marks and other units will be assigned marks as below:-</p> <p>(iii) Marks to exporting unit A = $\frac{\text{Avg. export}}{\text{Avg. production}} \times 20$</p> <p>(iv) Marks to exporting unit B = $\frac{\text{Avg. export}}{\text{Avg. production}} \times 20$</p> <p>(v) Marks to exporting unit C = $\frac{\text{Avg. export}}{\text{Avg. production}} \times 20$</p>
(c)	Value Addition : 20 Marks
	<p>(i) The avg. production and avg. raw material value of each unit shall be calculated of last four years.</p> <p>(ii) The difference of avg. production and avg. raw material value of each unit shall be calculated.</p> <p>(iii) Highest diff. of avg. prod. – avg. raw material value = Z</p> <p>(iv) Marks to exporting unit A having highest difference of avg. prod.& avg. raw material value = 15 Marks.</p> <p>(v) Marks to exporting unit B = $\frac{\text{Avg. prod.} - \text{Avg. R.M. value of B}}{Z} \times 20$</p> <p>(vi) Marks to exporting unit C = $\frac{\text{Avg. prod.} - \text{Avg. R.M. value of C}}{Z} \times 20$</p>
(d)	Best trend in export : 15 Marks
	<p>The %age increase in export of award year to the avg. of exports shall be calculated for each year.</p> <p>(i) % age increase of unit A = $\frac{\text{Export of award year}}{\text{Avg. of export}} \times 100 = Z$</p> <p>(ii) % age increase of unit B = $\frac{\text{Export of award year}}{\text{Avg. of export}} \times 100 = Y$</p> <p>(iii) % age increase of unit C = $\frac{\text{Export of award year}}{\text{Avg. of export}} \times 100 = N$</p>

	(iv) Marks to exporting unit A having highest %age increase = 15 (v) Marks to exporting unit B = $\frac{Y}{Z} \times 15$ (vi) Marks to exporting unit C = $\frac{N}{Z} \times 15$ (vii) Marks to exporting units having declining trend in export = NIL
(e)	New Product : 05 Marks
	The %age of export of new product to the avg. of exports shall be calculated for each year. (i) % age of export of new product of unit A to avg. export = $\frac{\text{Avg. export of new product}}{\text{Avg. of export}} \times 100 = Z$ (ii) % age of export of new product of unit B to avg. export = $\frac{\text{Avg. export of new product}}{\text{Avg. of export}} \times 100 = Y$ (iii) % age of export of new product of unit C to avg. export = $\frac{\text{Avg. export of new product}}{\text{Avg. of export}} \times 100 = N$ (iv) Marks to exporting unit A having highest %age of new product to avg. export = 05 (v) Marks to exporting unit B = $\frac{Y}{Z} \times 5$ (vi) Marks to exporting unit B = $\frac{N}{Z} \times 5$
(f)	R & D Activity : 05 Marks
	(i) Investment below Rs. 10.00 lakhs in R & D = 02 Marks (ii) Investment between 10.00 lakhs to 20 lakhs in R & D = 03 Marks (iii) Investment more than 20.00 lakhs in R&D = 05 Marks
(g)	ISO 9001/14001/HACCP Certification : 05 Marks
	(i) Exporting unit having any of the above said certification = 05 Marks